2501074371

From: FDULLES --VCH0021A
To: BBITAS --VCH0021A Basil Bitas

Date and time 08/08/89 18:32:
JMCINTOS--VCH0021A June McIntosh

*** Resending note of 08/08/89 18:30
LPOLLAK --VUS0212A Lee Pollak
CBUCHAN --VCH0021A Keith Ware
RSHERIF --VCH0021A Rand Sherif
AWHIST --VUS0212A Andrew Whist

TO : Mr. Lee Pollak
FROM : J. Bernard Robinson
Subject:

2501074371A

Lee,

As I understand the Norwegian draft law, it seeks to ban non-traditional nicotine delivery systems, e.g., NICORETTE.

The companies which make such products market them as vehicles for helping consumers stop using our products. They also fund anti-tobacco government programs and place anti-smoking advertisements.

F · these reasons we do not believe that it is in PM's interests to oppose this draft proposal.

Please let us know if PMI wishes us to take a different course of action.

Many thanks,

Bernie

*** Forwarding note from BBITAS --VCH0021A 08/08/89 18:18 ***
To: BROBINSO--VCH0021A Bernie Robinson

TO : Mr. Bernie Robinson
FROM : B. Bitas
Subject: NORWAY

2501074371B

I : Steve Parrish's note re Lee Pollak's view of the situation.

Best regards,

Basil C. Bitas
*** Forwarding note from SPARRISH--VCH0021A 08/08/89 16:11 ***
To: BBITAS --VCH0021A Basil Bitas

From: Steve Parrish
Subject: NORWAY
Basel,
I spoke with Lee Pollak and he thinks that unless there is some downside, we should oppose the proposal. I can fill you in later. Perhaps what we should do is check with Corporate Affairs to see if they think we could lose something by opposing the proposal. I'm having dinner with Cynthia von Maerestten tonight and I will talk with her then. We probably should also touch base with Bernie and Stig. Is there anyone else, such as Rand? Also, do you want to talk with Bernie and Stig or do you want me to?

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Source: https://www.industrydocuments.ucsf.edu/docs/qxlx0000